



# What to Know Before Hiring a Drone Pilot

A Quick Guide To Drone Compliance And Professional Operations

A photograph of two men in a professional setting. The man on the left is looking towards the man on the right, who is looking down at a device or screen. The man on the right is wearing a dark jacket and a watch. The background is a blurred office environment.

**A Practical Guide for Real Estate, Roof Inspections, Small Business Promotion, and Aerial Documentation**

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# Introduction

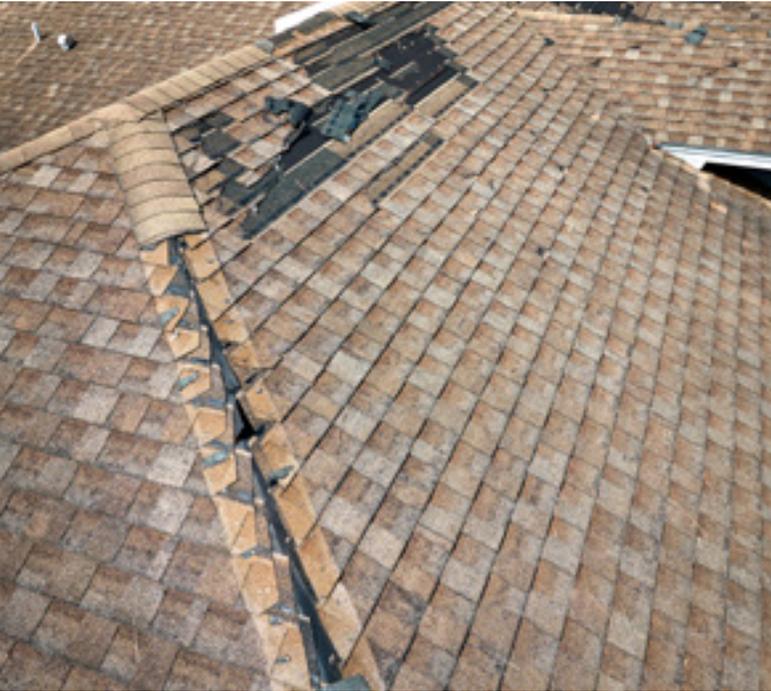


## Welcome

This guide is designed to help property owners, real estate professionals, contractors, and business owners understand what goes into a professional drone project. Whether the goal is marketing, inspection, or documentation, successful aerial work depends on clear planning, compliance, and communication.



## When Aerial Photo & Video Makes Sense



Professional drone services are commonly used when ground-level imagery cannot provide enough context or coverage. Typical uses include real estate listings, roof and property inspections, construction and site documentation, and commercial or small business marketing.

- You need to show overall layout, scale, or surroundings that ground-level photos can't capture
- Accessing elevated or hard-to-reach areas would be time-consuming or unsafe
- The project requires clear visual documentation for planning, marketing, or records
- Location, proximity, or site context plays a key role in decision-making or presentation

# Why Certification & Compliance Matter



Professional drone operations in the United States are regulated by the FAA. A qualified drone pilot should hold a current FAA Part 107 certification, understand airspace restrictions, and operate responsibly with appropriate insurance.

## What to Expect From a Professional Drone Service



A professional drone service should provide pre-flight planning, clear communication, defined deliverables, professional-quality imagery, and respect for your property and schedule.

## How to Prepare for a Successful Drone Project



Before a project begins, it helps to define the purpose of the imagery, confirm access and permissions, identify key areas to capture, and understand delivery timelines.

## Common Mistakes to Avoid



Common issues include hiring **unlicensed** operators, choosing price over professionalism, skipping planning, and assuming all drone footage is the same.

# Industry-Specific Considerations

## Real Estate Professionals



Aerial imagery supports listings by showing layout, surroundings, and scale—details buyers often can't understand from ground-level photos alone.

### Most useful when:

- The property has a large lot or unique layout
- Location or surroundings influence value
- Exterior presentation supports marketing
- ground-level photos alone

## Roof & Property Inspections:



Drone-based imagery provides safer visual documentation of roof conditions without requiring ladders or direct access.

### Most useful when:

- Roofs are steep, elevated, or difficult to access
- Preliminary or post-event documentation is needed
- Safety and efficiency are priorities

## Small Business Promotion:



Aerial visuals help highlight location, access, and exterior presence for commercial or customer-facing locations.

### Most useful when:

- Visibility or location is part of the message
- Exterior scale or access matters
- Supporting marketing or presentation materials

## Property Managers & Property Management Teams



Aerial visuals support property records, planning, and communication across one or multiple locations.

### Most useful when:

- Clear use case
- Clear benefit
- Speaks directly to operational thinking

## Next Steps



If you are considering a drone project, the next step is to outline your goals, location, and timeline. Completing the Aerial SkyWorx Project Brief helps ensure your project is planned efficiently. No obligation. Just clarity.

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*Perspective Changes Everything*